IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (previously presented):   A system, for placing an advertisement belonging to an advertiser on the monitor of a user of a web site being owned by a web site owner and compensating said user for viewing said advertisement and compensating said web site owner on the basis of advertisements viewed, comprising:

a)   an Internet server;

b)   at least one application logic set stored on said server, each application logic set being provided with means for causing a browser to display said advertisement, after an adjustable predetermined time delay, in a non-dismissible and temporary browser window on said monitor for a predetermined time period;

c)   a web site provided with coded content for viewing by said user;

d)   a reference coded within at least one page of said web site, said reference pointing to said application logic set;

e)   a registered user database on said server for storing user information and computing and storing the user's advertisement viewing history;

f)   means for compensating said user for receiving and viewing said advertisement provided said user has previously registered wherein the user compensation is provided by the advertiser; and

g)   means for compensating said web site owner on the basis of advertisements viewed wherein the web site owner compensation is provided by the advertiser;

whereby upon access by said user of said page containing said coded reference, the reference is caused to access its application logic set triggering display of said advertisement, after an adjustable predetermined time delay, in a temporary and non-dismissible window on said monitor for a predetermined time period, whereby said user is compensated by the advertiser for receiving and viewing said advertisement and said web site owner is compensated by the advertiser on the basis of advertisements viewed.

2. (previously presented):   A system as recited by claim 1 wherein said application logic set further comprises means for determining a connection speed to the Internet server of said user and selecting an advertisement type that best matches said connection speed, whereby users having high-speed connections are presented with a full multimedia advertisement while users having slower connections receive an advertisement that is less multimedia intensive and downloads quickly.

3. (original):   A system as recited by claim 1 wherein said user's monitor has a top half and said page has a top, and said advertisement is presented in a browser window filling the top half of the user's monitor over the top of said page.

4. (original): A system as recited by claim 1 wherein said advertisement is presented within the browser window displaying said page.

5. (original): A system as recited by claim 1 wherein said advertisement is presented in a browser window after moving from said page but before a new page is loaded.

6. (previously presented): A system as recited by claim 1 wherein said at least one application logic set further comprises means for causing said browser to display a series of advertisements in a non-dismissible and temporary browser window on said monitor, each advertisement being displayed for a predetermined time period.

7. (original): A system as recited by claim 1 wherein said at least one application logic set further comprises means for delaying the display of said advertisement for a predetermined time period.

8. (original): A system as recited by claim 1 wherein said web site has at least one page comprising a register button, said button being adapted to be placed in an on condition, causing a registration window for receiving user's demographic information.

9. (original):   A system as recited by claim 1, wherein said web site has at least one page comprising a more information button adapted to be placed in an on condition for causing a one time emailing of additional information about the advertisement to the user, said information optionally comprising additional links to a website for a company sponsoring the advertisement, to provide for purchase of coupons and other purchase incentives.

10. (currently amended):   A method for advertising to a user of a web site being owned by a web site owner and having at least one page containing a coded reference, comprising the steps of:

a. accessing said web site;

b. directing the browser of said user to a server having an application logic set;

c. sending an advertisement belonging to an advertiser to said user;

d. after an adjustable predetermined time delay, displaying said advertisement in a browser window on the monitor of said user, said window being non-dismissible and temporary and being displayed for a predetermined time period;

e. compensating said user for receiving and viewing said advertisement provided said user has previously registered wherein the user compensation is provided by the advertiser; and

f. compensating said web site owner on the basis of advertisements viewed wherein the web site owner compensation is provided by the advertiser,

whereby upon access by said user of said page containing said coded reference, said reference causes said browser to access said application logic set, and after an adjustable predetermined time

delay, thereby triggering display of said advertisement in a temporary and non-dismissible window on said monitor for a predetermined time period, whereby said user is compensated by the advertiser for receiving and viewing said advertisement and said web site owner is compensated by the advertiser on the basis of advertisements viewed.

11. (cancelled): ~~A method as recited by claim 10, further comprising the step of delaying said display of said advertisement for a predetermined period of time.~~

12. (previously presented): A method as recited by claim 10, wherein said advertisement comprises a series of advertisements, each advertisement being displayed for a predetermined time period.

13. (original): A method as recited by claim 10, wherein said monitor has a top half and said page has a top, and step "d" further comprises displaying said advertisement in a browser window that fills the top half of said monitor over the top of said page.

14. (original): A method as recited by claim 10, wherein the step of displaying said advertisement window occurs within the page being viewed.

15. (original): A method as recited by claim 10, wherein the step of displaying said advertisement window occurs after the user moves from said page, but before a new page is loaded.

16. (cancelled): ~~A method as recited by claim 10, wherein the step of displaying said advertisement window is delayed for a predetermined time.~~

17. (currently amended): A method for advertising to a user of a web site being owned by a web site owner and having at least one page containing a coded reference, comprising the steps of:

A)   accessing said web site;

B)   directing the browser of said user to a server having an application logic set;

C)   matching an advertisement belonging to an advertiser to a profile stored in the registered user data base;

D)   sending said matched advertisement to said user;

E)   after an adjustable predetermined time delay, displaying said matched advertisement in a browser window on the monitor of said user, said window being non-dismissible and temporary and being displayed for a predetermined time period;

F)   compensating said user if said user has registered with said web site for receiving and viewing said advertisement wherein the user compensation is provided by the advertiser, and

G)   compensating said web site owner on the basis of advertisements viewed wherein the web site owner compensation is provided by the advertiser.

18. (currently amended):   A method for advertising to a user of a web site being owned by a web site owner and having at least one page containing a coded reference, comprising the steps of:

A)   accessing said web site;

B)   directing the browser of said user to a server having an application logic set;

C)   determining the connection speed of said user;

D)   selecting an advertisement type appropriate for said connection speed;

E)   sending said selected advertisement belonging to an advertiser to said user;

F)   after an adjustable predetermined time delay, displaying said advertisement in a browser window on the monitor of said user, said window being non-dismissible and temporary and being displayed for a predetermined time period;

G)   compensating said user provided that said user has registered with said web site for receiving and viewing said advertisement wherein the user compensation is provided by the advertiser; and

H)   compensating said web site owner on the basis of advertisements viewed wherein the web site owner compensation is provided by the advertiser.

19. (currently amende):   A method for advertising to a user of a web site being owned by a web site owner and having at least one page containing a coded reference, comprising the steps of:

A)   accessing said web site;

B)   directing the browser of said user to a server having an application logic set;

C)   determining the connection speed and computer type of said user;

D)   selecting an advertisement belonging to an advertiser and being a type appropriate for said connection speed and said computer type;

E)   after an adjustable predetermined time delay, displaying said advertisement in a browser window on the monitor of said user, said window being non-dismissible and temporary and being displayed for a predetermined time period;

F)   compensating said user if said user has registered with said web site for receiving and viewing said advertisement wherein the user compensation is provided by the advertiser; and

G)   compensating said web site owner on the basis of advertisements viewed wherein the web site owner compensation is provided by the advertiser.

20. (previously presented):   A system as recited by claim 2, wherein said connection is wireless.